

# YEAR IN REVIEW

(July 1, 2002 - June 30, 2003)

2002-2003

## Did You Know?

### California Tourism Fast Facts

- ★ California Tourism, in partnership with hundreds of travel industry companies, generated an additional \$20 million per year (\$80 million from 1998-2002) to run over 20 cooperative marketing programs – helping California effectively compete with other tourist destinations like Hawaii, Florida and Las Vegas.
- ★ In 2002, tourism generated \$75.8 billion in direct travel spending for California's economy, and produced \$4.7 billion in direct state and local tax revenues. As California's 4th largest employer, tourism supports over 1 million jobs.
- ★ During the 2002-2003 fiscal year, California Welcome Centers received nearly 800,000 walk-in visitors, requesting a variety of information on traveling throughout the state.
- ★ From July 2002 through June 2003, California Tourism's international offices in Australia, Brazil, Germany, Japan and the UK responded to more than 28,000 consumer and trade requests for California travel information.
- ★ California Tourism's media relations efforts resulted in close to \$30 million worth of California coverage worldwide in the 2002-2003 fiscal year.

## An Update from the CTTC Executive Director



### July 2003

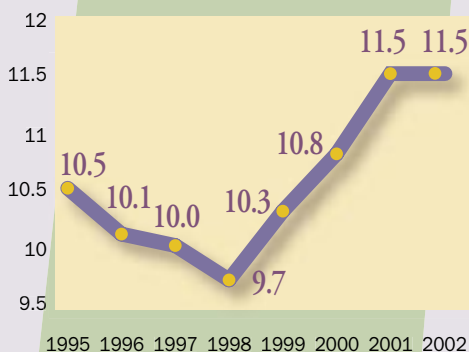
The fourth year of operation for the industry-led California Travel & Tourism Commission (CTTC) was

certainly a challenging one, as it was for the entire travel industry! We faced a weakened economy, gasoline prices that reached historic levels, the threat of SARS, the war in Iraq, continued terrorist threats and increased security measures – all of which caused us to re-think and adjust the traditional approaches for promoting visitation to California. In addition, California was faced with a multi-billion dollar state budget deficit that ultimately resulted in significant funding and staff cuts to California Tourism's programs.

In fact, California was one of only three states to grow market share in 2001, primarily due to the highly leveraged \$25 million post-9/11 tourism recovery campaign initiated by the governor and California Tourism. Market share for 2002 flattened out, making it even more critical for California's tourism community to band together with a united effort, particularly amongst competitive destinations with much larger budgets.

This *Year in Review* outlines the many accomplishments achieved by California Tourism in the 2002-2003 fiscal year, due in large part to the cooperative partnerships and support of our tourism industry colleagues. We look forward to continuing these established partnerships and forging new ones in the year to come!

### California Market Share



Even with these serious challenges, California Tourism's marketing programs remained strong and produced impressive returns on investment. For the past four years since the travel industry began funding the CTTC and its marketing programs, California's share of the domestic travel market grew from 9.7 percent to 11.5 percent. This increase resulted in an additional \$8.7 billion in visitor spending infused into California's economy, creating 120,883 new jobs, and generating an additional \$539 million in direct tax revenues.

### Inside

Advertising	2
Cooperative Marketing	3
Communications – Media Relations	5
Communications – Visitor Information	6
Travel Trade Development	7
Research	7
Travel Industry Outreach and Communication	8
CTTC Commissioners	8

# YEAR IN

With the continued support of our travel industry partners, California Tourism put together a host of successful and award-winning marketing activities and promotions during the 2002-2003 fiscal year. Following are highlights of these programs:



## Advertising

### California, Find Yourself Here

California Tourism rolled out a new advertising campaign in March 2003 that continued the “California, Find Yourself Here” creative evolution from prior years and featured: a 30-second TV spot, three magazine ads, six co-op magazine inserts, and a series of Internet banners and sponsorships. Running through June 2003, the campaign targeted a western U.S. audience. The campaign originally kicked off with the lighthearted “Doug” TV spot, starring a slightly offbeat fellow who leads viewers on a California vacation adventure. However, with the outbreak of war in Iraq, “Doug” was pulled for sensitivity reasons. Four weeks later when the war was declared over, California Tourism went back on the air with a new 30-second television ad, “Welcome to California” (a revised version of the “We’re Californians” spot), featuring state icons and celebrities such as Jack Nicholson, Clint Eastwood, Michael Eisner and Wolfgang Puck. The print

component – consisting of three magazine ads featuring vacationers immersed in unique California visitor activities and spectacular scenery in the wine country, San Diego and Los Angeles – appeared in 16 national and regional publications. To add value to the campaign, cooperative print ads ran to



represent the Shop California, Dine California and Culture California visitor segments. As well, promotions were run during the campaign period with Southwest Airlines and Volkswagen (see page 4). Although research numbers are not yet available for the 2003 campaign, past ad campaigns have generated a strong return-on-investment (ROI) – the latest research indicates that California’s spring 2001

national advertising campaign resulted in an additional 3.6 million visitors, generated \$2.6 billion in new travel and tourism spending (ROI of \$196-to-\$1), and \$91.5 million in new tax revenues (ROI of \$6.88-to-\$1).

*(There was no spring 2002 campaign to quote results from, as that funding was shifted into an in-state effort in the fall and winter of 2001 to respond to post-September 11 travel declines.)*

### The Best of California

Launched in March 2003 alongside the advertising campaign was a new 13-week season of *The Best of California* (TBOC) television show and Web site. While TBOC television component offered viewers a fast-paced travel show that was highly entertaining and fun, the interactive Web site provided a more detailed layer of information on travel products, as well as special travel deals and quick getaways available for online booking. Airing in 17 markets, 2003 TBOC television series has the potential to reach 15 million households. As well, Web site traffic is expected to reach 70,000 visitor sessions and 300,000 impressions per month by fall 2003. Further enhancing TBOC component and the surge in drive-market travel was the release of *The Best of California Drives* publication, with a total circulation of 1,000,000.

### Did You Know? California Tourism Fast Facts

★ From July 2002 through June 2003, California Tourism’s [www.visitcalifornia.com](http://www.visitcalifornia.com) Web site totaled 2.7 million visitor sessions and 1 million unique visitors. Users to the site averaged a total of 8 minutes, 25 seconds per visitor session.

# REVIEW

## Co-Op Marketing

California Tourism was able to leverage the core “California, Find Yourself Here” branding campaign with over 20 cooperative marketing programs, representing unique visitor interest segments – from shopping and dining, to culture, outdoor recreation, and more. These unique public-private partnerships helped generate an additional \$20 million per year (\$80 million from 1998-2002), enabling California to compete with other tourist destinations like Hawaii, Florida and Las Vegas with larger marketing budgets. Highlights of California Tourism’s cooperative programs are provided on the following pages:



## Shop California

This retail-based cooperative program expanded reach to the travel trade and focused on making it easier for all travelers to “shop California.” Recent promotional activities included: an enhanced [www.shopcalifornia.org](http://www.shopcalifornia.org) Web site; a partnership with Sony Entertainment’s popular game show *Wheel of Fortune* for two broadcast runs during fall 2002; a leveraged media buy within the *American Express Travel Planner*; two 90-minute educational forums in San Francisco and San Diego, delivered by the 12-member Board of Directors and California Tourism; and a new relationship with the tour operator, North America Journeys (NAJ), that included a four-page promotional piece in its publication, reaching 4,200 travel trade representatives worldwide. The NAJ partnership also includes California shopping itineraries on [www.visitnaj.com](http://www.visitnaj.com), and a value-added online program (also on [www.shopcalifornia.org](http://www.shopcalifornia.org)) that allows travelers to download a voucher and receive discounts and incentives at participating locations.

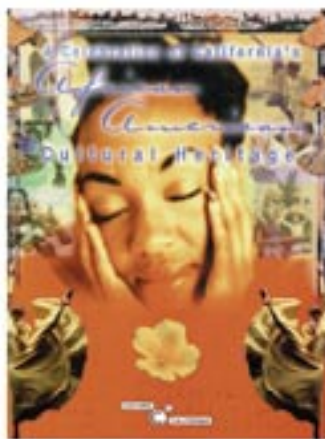


## Dine California

Dine California, originally created to increase traffic to restaurants during off-peak periods, continued its partnership with Mervyn’s®. This past year, 1.3 million Dine California cards were distributed to Mervyn’s® credit card holders. Restaurants were encouraged to go to [www.dinecalifornia.com](http://www.dinecalifornia.com) to sign up and list their restaurant for free.

## Culture California

The Culture California program launched a new and improved Web site, [www.culturecalifornia.com](http://www.culturecalifornia.com), which features user-friendly functions for searching and posting events. It also includes information about the cultural focus for 2002 (Latino heritage) and for 2003 (African American heritage). In May 2003, the California Cultural Tourism Coalition distributed



an 8-page insert celebrating the African American heritage of California in *Travel Holiday* and *Black Meetings and Tourism* magazines throughout the western U.S. A special one-page promotion was also run in western markets in “O” magazine. In addition, African American cultural heritage was the focus of an episode on *The Best of California* TV series.

## Wild Vacations in California

Wild Vacations in California – a marketing program now in its sixth year that offers travel-related discounts to 36 million employees in the western U.S. – launched more than two million new coupon booklets on January 15, 2003. Program elements also included: personalized e-mail blasts; direct mail; telemarketing; and a popular, updated [www.wildvacationsca.com](http://www.wildvacationsca.com) Web site. Last year, participating California attractions received more than 50,000 coupon redemptions and \$6 million in revenue as a direct result of the Wild Vacations program, while hotels generated over 25,000 room nights for approximately \$2.5 million in revenue.



## California Snow

Produced by *National Geographic Traveler*, the four-color, 32-page *California Snow Winter 2002/2003* magazine achieved record distribution this past year, with over 350,000 copies distributed in key winter target markets.

## Did You Know? California Tourism Fast Facts

- ★ Since 1998 when the travel industry began funding the CTTC and its marketing programs, California’s share of the domestic travel market grew from 9.7 to 11.5 percent (from 1998-2002). This increase generated an additional 50.7 million person trips, infusing an additional \$8.7 billion into California’s economy, creating 120,833 new jobs, and generating an additional \$539 million in direct tax revenues.
- ★ With 11.5 percent domestic market share in 2002, California was the most visited state in America.



# YEAR IN



## California Cool Spots

California Tourism, in cooperation with Mervyn's® department stores, distributed a new California Cool Spots value-added card to 1.9 million Mervyn's® credit card holders in Arizona, California, Nevada, Oregon and Washington. The program began January 1, 2003, and was designed to stimulate travel during the winter or traditional off-season. The California Cool Spots card entitled holders to special offers at Heavenly Lake Tahoe, Northstar-at-Tahoe, Sierra-at-Tahoe, Amtrak, Best Western, Hornblower Cruises, California State Railroad Museum, Universal Studios Hollywood™, Knott's Berry Farm and Winchester Mystery House. As of June 2003, participating partners had received nearly 3,000 redemptions for a total of approximately \$90,000 in revenues.

## "The Wild Ride" with Volkswagen



California Tourism teamed up with Volkswagen and the Away Network on "The Wild Ride" – the ultimate California road trip! "The Wild Ride" was a driving tour across California in a new VW Beetle convertible, beginning in San Diego on April 27, 2003, and ending in Sacramento 10 days later. The itinerary included stops in Palm Springs, Los Angeles, Santa Barbara, Monterey/Big Sur, San Francisco, Mendocino, Napa Valley and South Lake Tahoe. With pre-trip contest promotion and media exposure along the driving tour, some 482,000 measurable impressions were generated nationwide for this promotion.

## California Fun Spots

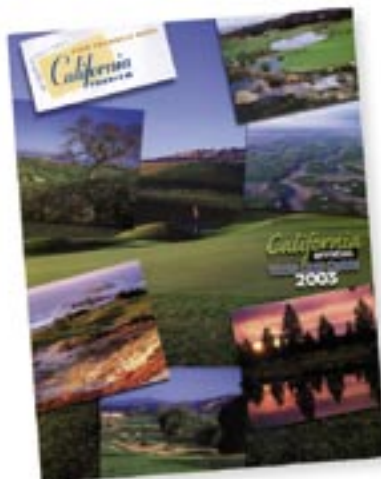
The foremost of all California Tourism co-ops, the California Fun Spots program continued to rack-up impressive numbers for partners and sponsors, with 4.2 million Fun Spots cards distributed throughout the western U.S. in 2002. As of June 2003, redemptions had totaled nearly 15,200, with approximately \$483,000 in ticket sales. Participants in the program include Knott's Berry Farm, LEGOLAND® California, Monterey Bay Aquarium, The World-Famous San Diego Zoo, San Diego Wild Animal Park, SeaWorld San Diego, Six Flags Magic Mountain, Universal Studios Hollywood™ and Disneyland®.

## California Outdoor Recreation

California Tourism launched this new program last year to provide enthusiasts with a single point of information for outdoor recreation activities. The [www.californiarecreation.com](http://www.californiarecreation.com) Web site boasts a resource base of more than 50 different activities, over 6,000 trails, and much more. The program's partners include California Tourism, Earth 911, Wildernet and California State Parks.

## California Golf

Also launched this past year was California Tourism's new golf marketing program that



features: the [www.californiagolf.com](http://www.californiagolf.com) Web site, listing courses and special packages; consumer promotions; and a new *California Golf Guide*, a 64-page book with a print distribution of 50,000 copies that is also available online.

## California Meetings/Incentive Program

California Tourism developed this new program to enable hotels, attractions and facilities to have a cost-effective vehicle to reach the meetings and incentive market. The [www.california4meetings.com](http://www.california4meetings.com) Web site allows businesses to promote a facility with photos and room specifications, and all leads are delivered directly to the facility.

## Southwest Airlines Promotion

During National Tourism Week, California Tourism partnered with Southwest Airlines in a unique promotion that featured a full day of flying on May 15, 2003.



Representatives from California Tourism and Southwest Airlines boarded the custom-designed California One plane and flew with customers to San Diego, Las Vegas, Salt Lake City, Los Angeles and Phoenix. During this event to promote tourism to California, approximately 541,872 measurable impressions were generated in the western U.S.

## United Airlines Partnership

California Tourism continued a global partnership with United Airlines (UA), including: co-sponsorships of various travel trade programs; exclusive access to UA Red Carpet Clubs; the IMAX Lifestyle Promotion in the United Kingdom and Ireland; and the UA Employee Travel Web site, where California is only one of two destinations to enjoy the privilege of promoting its tourism venues free-of-charge to more than 75,000 employees worldwide.

# REVIEW

## ***Adventures in Wild California* IMAX Film**

Building on the momentum of this \$30 million marketing endeavor, *Adventures in Wild California* continued to play in more than a dozen international and domestic theaters in 2002, bringing the cumulative total to over 65 theaters on five continents. *Adventures in Wild California* was the featured attraction of a promotional tour throughout the United Kingdom and Ireland from February through March 2003. The 12-city tour featured four screenings per day for school groups, consumers and travel trade.



## **Communications – Media Relations**

### **Trade Shows**

In the 2002-2003 fiscal year, California Tourism responded to hundreds of media inquiries at numerous trade shows and conferences, including La Cumbre (Las Vegas), World Travel Market (United Kingdom), JATA (Japan), ITB (Germany), Discover America International Pow Wow (St. Louis), Society of America Travel Writers (Honolulu and Tacoma) and California Travel Market (Hollywood and San Diego North).

### **Press Visits**

California Tourism conducted media missions to meet with key consumer and travel trade journalists in Germany, Austria, Switzerland, England and Scotland. Story ideas were pitched to generate positive print and broadcast coverage, with the goal of increasing visitation to California from these important European markets.

### **Press Trips**

Over 20 individual press trips were organized by California Tourism throughout the state for travel journalists, photographers, filmmakers and broadcasters from Australia, Brazil, Canada, France, Germany, Italy, Japan, the Netherlands, the United Kingdom and the United States. In addition, group press trips from Germany and the UK were organized by California Tourism's public relations representatives in Germany (Kleber PR Network) and the UK (First Public Relations).

### **Press Releases**

Twelve press releases and media advisories were distributed to the travel media featuring California Tourism's programs, publications, promotions and research findings.

### ***Insights* Newsletter**

Four editions of *Insights* – a 20-page newsletter that informs California travel and tourism businesses and destinations about how they can take greater advantage of California



Tourism's services and marketing programs – were written and distributed quarterly to approximately 10,600 organizations and individuals (including all assessed businesses). A new re-design, featuring California Tourism's new logo and larger publication size, began with the winter 2003 issue.

### ***What's New In California***

California Tourism published four issues of *What's New In California*, a major round-up release about new developments in California tourism, distributed to nearly 3,000 writers, editors and broadcasters worldwide. This quarterly update is routinely used by *Destinations*, *Travel Agent*, *Contra Costa Times*, *Sacramento Bee*, *Seattle Times*, *Knight-Ridder Newspapers* and *Associated Press (AP)*, among other publications. Foreign language versions of *What's New In California* were also published.

### **Press Room**

The [www.visitcalifornia.com](http://www.visitcalifornia.com) Web site became "press friendly" with the availability of a Press Room section. Accessible by "clicking" the Press Room button, the page includes: *What's New In California*, feature stories, popular photos, news releases, a California fact sheet, tourism statistics, story ideas, media relations contacts, and additional information useful for developing a California tourism story. From December 2002 through May 2003, the Press Room received 11,534 page views.

### **Overseas Public Relations Offices**

**Germany:** From July 2002 through June 2003, Kleber PR Network's efforts in Germany, Austria and Switzerland resulted in publicity with an ad equivalency value of more than \$5 million. The office fielded 1,311 California-related press inquiries during this period.

**Japan:** During the same period, Youth Planning Center's publicity and promotional efforts were directly responsible for close to \$15.5 million in California coverage. Additionally, 981 press contacts were made on behalf of California.

**United Kingdom:** For the 2002-2003 fiscal year, First Public Relations reported 1,338 contacts, with a total publicity value of \$7.5 million.

# YEAR IN

## Media Relations Results

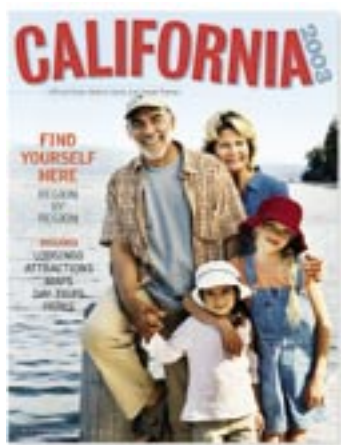
In the 2002-2003 fiscal year, California Tourism headquarters also responded directly to more than 1,000 inquiries, and conservatively generated a minimum of \$1 million worth of domestic coverage for California. All efforts combined resulted in close to \$30 million worth of media coverage.

## Communications – Visitor Information

California Tourism produced a variety of trade and consumer publications to encourage and assist travelers in making plans to visit California. More than 150,000 informational packets were sent out from California Tourism's fulfillment house in the 2002-2003 fiscal year. Following are California Tourism's key visitor publications:

### *California 2003 Official State Visitor's Guide and Travel Planner (CVG)*

The CVG, California Tourism's flagship visitor publication, contains special features, regional information and easy-to-read maps



that help make travel planning simple and fun. The 2003 CVG includes more than 2,500 listings of attractions, entertainment, accommodations, outdoor recreation, parks and public lands, as well as suggested itineraries, editorial features, shopping, and more.

The 2003 CVG has a circulation of 550,000 copies and is distributed worldwide. Research shows that travelers who requested the 2002 CVG and subsequently traveled to California, spent \$30.3 million in 2002 and generated \$1.06 million in state tax revenues. In addition, nine percent of the travelers who requested the 2002 CVG were influenced to extend their trips, spending an average of three additional days in California and generating more than \$400,000 in additional direct visitor spending.

### *California 2003 Official State Map*

The *California 2003 Official State Map* continued at a circulation of one million, with 550,000 copies bound into the 2003 CVG.

### *California Celebrations 2003*

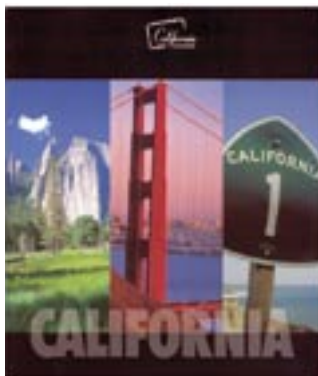
From serene to wacky, *California Celebrations 2003* features more than 1,200 event listings, including music, ethnic, cultural, agriculture, wildlife and historical events. This 48-page, special events publication has a total circulation of 400,000.

### *California Travel Map and Handbook*

This 32-page, digest-size handbook had an annual distribution of two million copies and included 17 full-color maps.

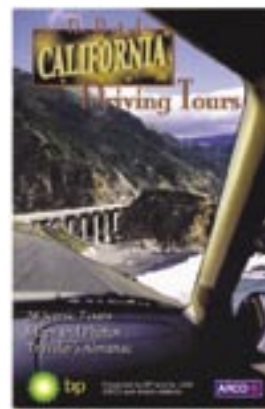
### *United Kingdom Travel Planner*

Brand new for 2002 was a visitor publication specifically designed for the UK consumer. The 54-page, four-color guide had a total distribution of 60,000 at consumer shows and through a UK-based fulfillment telephone number.



## *The Best of California Driving Tours*

In conjunction with *The Best of California* (TBOC) TV series and Web site, the companion TBOC *Driving Tours* was published in summer 2002 in partnership with BP and its 1,200 ARCO am/pm stations. The 50-page TBOC *Driving Tours* featured 28 unique itineraries all over California. A total of 500,000 copies were distributed to California



Welcome Centers, visitor bureaus and chambers of commerce, California State Parks, Certified Folder Display Services, and most California am/pm stations.

## California Welcome Centers (CWCs)



In the 2002-2003 fiscal year, CWCs – California's official visitor information

and traveler service centers – received almost 800,000 walk-in visitors. The eleventh California Welcome Center opened in Santa Rosa in July 2003, replacing the Rohnert Park location that closed in May 2003.

## Did You Know? *California Tourism Fast Facts*

★ The California Tourism publications program generated \$30.3 million in new traveler spending in 2002, along with \$1.06 million in state tax revenues.



# REVIEW

Other CWCs are strategically located throughout California in: Arcata, Anderson, Auburn, San Francisco, Merced, Barstow, Yucca Valley, Los Angeles, Santa Ana and Oceanside.

## California Tourism's Web Site

Activity on California Tourism's [www.visitcalifornia.com](http://www.visitcalifornia.com) Web site remained very strong, with a total of 2.7 million visitor



sessions from July 2002 through June 2003. During these 12 months, the Web site also received one million unique visitors and averaged 5.1 million hits per month.

## California Tourism Online:

In addition to the main California Tourism Web site at [www.visitcalifornia.com](http://www.visitcalifornia.com), these cooperative program sites were also created with direct links:

[www.shopcalifornia.org](http://www.shopcalifornia.org)  
[www.dinecalifornia.org](http://www.dinecalifornia.org)  
[www.culturecalifornia.com](http://www.culturecalifornia.com)  
[www.wildvacationsca.com](http://www.wildvacationsca.com)  
[www.bestofcaliforniatv.com](http://www.bestofcaliforniatv.com)  
[www.wildca.com](http://www.wildca.com)  
[www.visitcwc.com](http://www.visitcwc.com)  
[www.californiagolf.com](http://www.californiagolf.com)  
[www.california4meetings.com](http://www.california4meetings.com)  
[www.californiarecreation.com](http://www.californiarecreation.com)

## Travel Trade Development

### National Tour Association (NTA)

California Tourism was a major sponsor and participant at the NTA annual convention held in Los Angeles in November 2002. California Tourism's principal responsibility was organizing seven pre- and post-familiarization tours. The nearly 200 tour participants represented record attendance compared to prior years.

### Familiarization Tours

From July 2002 through June 2003, California Tourism conducted more than 24 familiarization tours across the state.

### International Trade Shows and Sales Missions

Along with international trade offices in Australia, Brazil, Germany, Japan and the United Kingdom, California Tourism's travel trade program organized a presence at more than 50 trade shows and sales missions in 20 countries.

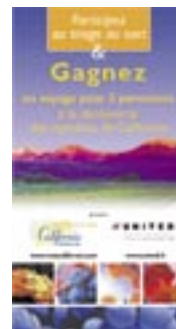
### Pow Wow

In May 2003, California Tourism had a major presence at TIA's Discover America Pow Wow in St. Louis. As well, preparations began to assist Los Angeles as host of Pow Wow in April 2004.

### International Trade and Consumer Promotions

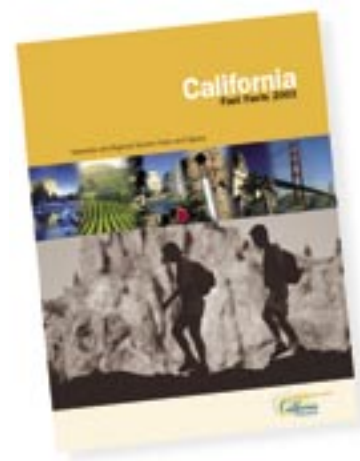
Major international promotions carrying both a trade and consumer component were developed in the 2002-2003 fiscal year. The promotions included: the German Railway "Taste of California," reaching two million train riders; the "First Quench" California Wine promotion in the United Kingdom with partner Thomas Cook Holidays, the market's prominent tour operator;

the eight-month Gallo France "California Vineyards Trip Giveaway" that started in April 2003, and features Gallo Wines of Sonoma product displays in more than 300 grocery stores and nearly 1,000 gas/convenience stations throughout France; and California Vacations, a Brazilian promotion with familiarization tours and packages showcasing California destination partners (Anaheim/Orange County, Los Angeles, Mammoth Lakes, San Diego, San Francisco and Ski Lake Tahoe) and offering educational training for tour operators and travel agents.



## Research

California Tourism continued to publish a variety of research reports containing valuable information about California visitor statistics, travel trends and forecasts. New reports, articles and data were posted regularly in



the Travel Industry/Research & Statistics section of [www.visitcalifornia.com](http://www.visitcalifornia.com). California Tourism's *Fast Facts 2003* – a comprehensive, easy-to-read, 22-page publication containing key statewide and regional travel and tourism statistics – is available in print version, as well as online.



## Travel Industry Outreach and Communication

### CTTC Regional Marketing Representatives

In 2002, an outreach program consisting of eight regional marketing representatives was created to inform travel industry partners about California Tourism's wide-ranging advertising and cooperative marketing opportunities. Many of these programs operate at little or no cost to the participants. From July 2002 through June 2003, regional representatives met with more than 3,000 travel industry businesses and colleagues throughout the state.

### Speeches and Conferences

Along with the one-on-one or small group meetings, California Tourism staff delivered presentations at over 60 travel industry meetings, events and conferences.

### CTTC Newsletter

Created in July 2002 to keep all California travel-related businesses informed about California Tourism's current marketing programs and partnership opportunities, the *CTTC Newsletter* is distributed on a bi-monthly basis to over 4,000 travel companies and individuals.

## Did You Know? California Tourism Fast Facts

- ★ During the 2002-2003 fiscal year, CTTC staff presented at over 60 travel industry events, while CTTC regional marketing representatives met with more than 3,000 businesses and travel colleagues statewide.

## California Travel and Tourism Commission (CTTC)

The 37-member CTTC is comprised of individuals from all 12 regions of California. Members represent four principal industry sectors: Accommodations; Restaurants and Retail; Attractions and Recreation; and Transportation and Travel Services. Twenty-four of the commissioners are elected by the approximately 4,000 assessed California businesses; 12 are appointed by the governor; and the 37th is the California Technology, Trade and Commerce Agency Secretary, who also serves as the CTTC Chair. The Commission meets three times a year to direct California Tourism's programs and activities. As well, a 36-member statewide Marketing Advisory Committee provides input in developing the marketing plan prior to final Commission review.

### CHAIR

Lon S. Hatamiya, Secretary, California Technology, Trade and Commerce Agency

### APPOINTED COMMISSIONERS BY REGION

**Deserts**, Mike Fife, Palm Springs Desert Resorts

Convention and Visitors Authority

**San Diego County**, Vacancy

**Inland Empire**, Ted Weggeland, Entrepreneurial Hospitality Corporation, resigned in June 2003; Vacancy

**Orange County**, Bill O'Connell, Stovall's Best Western

**Los Angeles County**, Tadao Fujiwara, M.D.

**Central Coast**, Ted Balestreri, Cannery Row Company

**High Sierra**, Dennis Harmon, Heavenly Ski Resort, resigned in September 2002; Vacancy

**San Francisco Bay Area**, John Marks, San Francisco Convention and Visitors Bureau

**Gold Country**, John Dunlap, III, California Restaurant Association

**Central Valley**, Vacancy

**Shasta Cascade**, John Koeberer, California Parks Company

**North Coast**, Vacancy

### ELECTED COMMISSIONERS BY INDUSTRY

(Term expirations shown in parenthesis)

#### Accommodations

CTTC Vice Chair - Jim Abrams, California Hotel and Lodging Association (12/05)

James J. Amorosa, Motel 6 & Studio 6 (12/03)

Glyn Davies, Simpson House Inn (12/03)

Mark Erskine, San Diego Marriott Hotel and Marina (12/05)

Anne Evans, Evans Hotels (12/03)

Michael Gelfand, Terra Vista Management (12/05)

Charles Hays, Far Horizons 49er

Village Resort (12/05)

Greg Hendel, Best Western Palm Springs (12/05)

Rick Lawrance, California Lodging Industry

Association (12/05)

Chris Middleton, American Hotels, Inc. (12/03)

Gene Zanger, CASA de FRUTA (12/03)

CTTC Chief Financial Officer - John Kautz, Murphys Hotel (12/03)

#### Restaurants and Retail

Ted Burke, Shadowbrook Restaurant (12/05)

Bill Dombrowski, California Retailers Association (12/05)

Ric Service, Las Casuelas Terraza (12/03)

Tom Voltin, SAKS Fifth Avenue (12/03)

### Attractions and Recreation

Claire Bilby, Walt Disney Parks and Resorts (12/05)

Heidi Geier, Universal Studios Hollywood (12/03)

CTTC Vice Chair - Bob Roberts, California Ski Industry Association (12/05)

### Transportation and Travel Services

Michael Gallagher, CityPass, Inc. (12/03)

Terry MacRae, Hornblower Cruises & Events (12/03)

Anastasia K. Mann, The Corniche Group (12/03)

Rita Vandergaw, Port of San Diego (12/05)

Vacancy (12/05)

## YEAR IN REVIEW

State of California

**Gray Davis**, Governor

▪

California Technology, Trade and Commerce Agency

**Lon S. Hatamiya**, Secretary

Chair, California Travel and Tourism Commission

▪

Division of Tourism/California Travel and Tourism Commission

**Caroline Beteta**,

Deputy Secretary/Executive Director

**Lisa Kruttschnitt**

Editor/Public Affairs Director

▪

**Leona Reed**

Assistant Editor/Communications Coordinator

▪

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